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HOLOPHONE’S® PORTAMIC 5.1 WINS
BROADCAST ENGINEERING’S NAB PICK HIT AWARD
Affordable Camera-Mountable Surround Mic Recognized as Industry Innovation

TORONTO, ONTARIO, XXXX — Holophone’s® revolutionary PortaMic 5.1 camera-mountable surround microphone has won Broadcast Engineering’s NAB Pick Hit Award for its innovative means of recording surround.

Debuting at NAB 2008, the PortaMic 5.1 was recognized by Broadcast Engineering’s panel of independent judges as the first easy and cost-effective means of incorporating surround into television broadcasts. The PortaMic 5.1, which uniquely incorporates multiple mic capsules along with Dolby® Pro Logic II® encoding technology, was a stand out among the new technologies introduced at this year’s show. With these professional-grade features being offered at an aggressive price point, more broadcast outlets can add surround recording to their productions than before.

“The PortaMic 5.1 was designed as the next step in making surround recording accessible to all,” states Jonathan Godfrey, CEO of Holophone. “For our design to be recognized by peers in the industry is a high honor. We look forward to seeing the PortaMic 5.1 follow in the footsteps of the H4 SuperMINI and become a go-to mic for surround recording for sports, news coverage, ENG situations and other television productions – regardless of the budget.”

The PortaMic 5.1 offers professional-grade discrete 5.1 audio quality at a price that fits into any production budget – the mic retails for $599. It features a 2.5 inch (6cm) x 1.5 inch (3.5 cm) mic head with six separate mic elements arranged to correspond with the typical 5.1 speaker setup in a studio or home theater, providing users with the means to easily capture, from a single point source, a discrete surround recording. The PortaMic’s encoder is equipped with Dolby Laboratories’ Dolby® Pro Logic II® encoding technology, which allows the mic’s six audio channels to be encoded down to two channels, so it can be recorded to any broadcast camera or stereo recording device. The surround encoded audio is output to both a stereo mini plug and six-pin balanced mini XLR. Measuring only 1 inch high, the mic’s encoder also presents a low profile when connected to the camera.

(more)
The *Broadcast Engineering* NAB Pick Hit Awards are the longest-running product awards for broadcast and production technology. For over 20 years, *Broadcast Engineering* has been acknowledging products that have set to change the industry. *Broadcast Engineering *’s editors and publisher have no input in the selection process.

**About Holophone**
Holophone is committed to developing and commercializing products that use patented 3-D audio technology to bring the physical experience of “really being there” to a new level for all audio and visual productions by professionals and hobbyists. Holophone provides customers and business partners with industry-leading product and service quality. Holophone is firmly dedicated to providing outstanding value, excellence in service, and product performance.

Holophone® surround-sound microphones are patented audio recording devices designed specifically to address the challenges audio professionals face in capturing, recording and broadcasting multichannel surround sound. Developed by Rising Sun Productions in Toronto, Canada, Holophone systems effortlessly capture discrete signals that are ultra-realistic and provide the most accurate spatiality, audio imaging, and directionality of any recording device. Entirely compatible with all audio mixing, encoding, and playback systems, Holophone also enhances mono and stereo mixes. Holophone systems provide the perfect front end for all professional and consumer audio applications including HDTV broadcasting, standard broadcasting of live sporting and music events, feature film location recording, and studio recording for music, films, and worship applications. Holophone surround sound technology has been used for numerous national and international broadcasts, including the Grammy Awards and NFL Super Bowl. As a scalable system, Holophone technology is also available for license to the consumer electronics industry.

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